

SEO Training in Chandigarh

- ▶ Build Your Career in Digital Marketing
- ▶ Presented By: Khushi
- ▶ Course: Digital Marketing
- ▶ Topic: Search Engine Optimization Training

Introduction to SEO

- ▶ Search Engine Optimization (SEO) is the process of improving a website's visibility on search engines like Google to increase organic traffic.
- ▶ Purpose of SEO:
 - Improve website ranking
 - Increase online visibility
 - Generate organic traffic
 - Build brand credibility

Why SEO Training is Important

- ▶ High demand digital skill
- ▶ Career opportunities in marketing industry
- ▶ Helps businesses grow online
- ▶ Cost-effective marketing strategy
- ▶ Essential skill for freelancers & entrepreneurs

Scope of SEO in Chandigarh

- ▶ Growing IT and digital marketing hub
- ▶ Increasing startup culture
- ▶ High demand for digital marketers
- ▶ Many IT companies & agencies
- ▶ Job and internship opportunities

Modules Covered in SEO Training

- ▶ Introduction to SEO
- ▶ Keyword Research
- ▶ On-Page SEO
- ▶ Off-Page SEO
- ▶ Technical SEO
- ▶ Content Optimization
- ▶ Local SEO
- ▶ SEO Tools Training
- ▶ Website Audit

SEO Tools Used in Training

- ▶ • Google Analytics
- ▶ • Google Search Console
- ▶ • SEMrush
- ▶ • Ahrefs
- ▶ • Ubersuggest
- ▶ • Screaming Frog
- ▶ • Google Keyword Planner

Practical Learning & Live Projects

- ▶ • Live website optimization
- ▶ • Blog creation & optimization
- ▶ • Keyword analysis practice
- ▶ • Backlink creation
- ▶ • Website audit practice
- ▶ • Performance tracking

Career Opportunities After SEO Training

- ▶ Job Roles:
 - ▶ • SEO Executive
 - ▶ • Digital Marketing Executive
 - ▶ • Content Strategist
 - ▶ • SEO Analyst
 - ▶ • Freelancer
 - ▶ • Digital Marketing Specialist
- ▶ Industries Hiring:
 - ▶ • IT companies
 - ▶ • E-commerce
 - ▶ • Marketing agencies
 - ▶ • Startups

Conclusion

- ▶ • Industry-relevant skills
 - ▶ • Practical learning approach
 - ▶ • Career growth opportunities
 - ▶ • High job demand
 - ▶ • Strong digital marketing future
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- ▶ Start learning today to build a successful digital career.